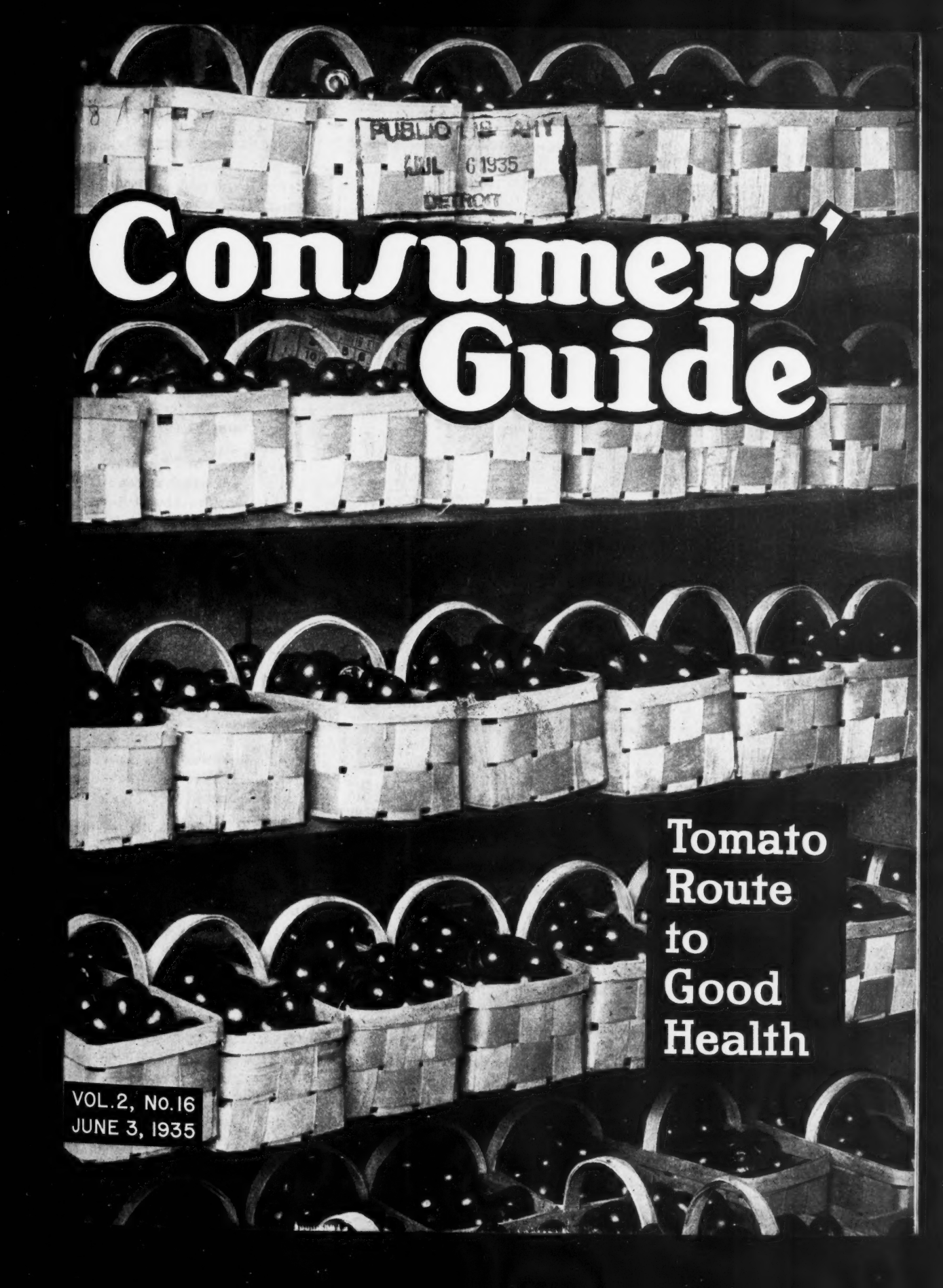

Consumers' Guide

Tomato Route to Good Health

VOL. 2, NO. 16
JUNE 3, 1935

CONSUMER QUERIES *and* COMMENTS

MANY consumers ask us for direction to Government sources of information on cooperation. Here is a check list of offices in Washington with facts on different phases of the cooperative movement.

CONSUMER COOPERATION

Ninety years ago some poor weavers in Rochdale, England, pooled their capital of $140 and organized a cooperative store. Today throughout the world there are more than 300,000 cooperatives operating on the Rochdale plan, with over 100 million members. In the United States sales by these cooperatives last year totaled around $300,000,000—about 1 percent of all retail sales.

Bureau of Labor Statistics, Department of Labor, gives information on A B C's of building and carrying on consumer cooperatives, especially for city consumers. Progress reports appear in that Bureau's "Monthly Labor Review."

Cooperative Division, Farm Credit Administration, reports on farmers' cooperative purchasing associations now doing over $150,000,000 worth of business annually. See their "News for Farmer Cooperatives", published monthly.

Tennessee Valley Authority follows activities of the TVA Associated Cooperatives, interested in organizing consumer—as well as producer, marketing, and credit—cocperatives among workers on power projects and residents in that area.

> "Somewhere out in the nation's wheat field there is about a third of an acre of wheat, on the basis of average yields, which is being raised for each city dweller. That third of an acre, as every wheat grower knows, has not been touched and will not be touched by the wheat adjustment program."
>
> Henry A. Wallace
> Secretary of Agriculture

Division of Self-Help Cooperatives, Federal Emergency Relief Administration, aids coops for unemployed workers. Starting as producer cooperatives, sometimes with working capital from the Federal Government, self-help groups serve also as trading centers. Write for guides on methods of organization and operation. News notes appear in this Division's "Cooperative Self-Help", issued periodically.

COOPERATIVE CREDIT

"Baby Banks" for consumers were first organized in 1848. Today in the United States there are some 3,000 credit unions, with close to 600,000 members and resources of more than $55,000,000. An average of some 80 unions is being organized every month. Credit Union Act of 1934 made possible organization and operation under Federal charters.

Credit Union Section, Farm Credit Administration, tells you what they are, how to organize, how to operate. Progress reports appear monthly in that Section's bulletin, "Cooperative Saving."

Cooperative Division, same Administration, reports on how to obtain loans for farmers' cooperatives from the banks for cooperatives in the 12 Farm Credit districts.

PRODUCER COOPERATIVES

Relatively few producers' cooperatives have been organized in this country except among farmers who form them primarily to serve as marketing organizations.

Cooperative Division, Farm Credit Administration, is the main source of information on operations of these farm marketing coops. See "News for Farmer Cooperatives", referred to above.

Division of Self-Help Cooperatives, FERA, has information on operations of the producer end of these coops organized primarily for consumers with no income.

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Consumers report on

School children in Anderson, S.C., receiving milk made from powdered skim milk.

Dry Skim Milk

CONSUMERS are forming a new food line. It's a milk line, not a bread line, this time. They have started in 24 States, the States where drought hit hardest in 1934 or where pellagra is a threat if not an actuality.

FAMILIES who could afford no milk at all and families whose purses would not stretch enough to cover that quart a day for their growing children and that pint a day for their grown-ups—these are the consumers you will find in the new milk line.

THEY are there because the Federal Government is undertaking to see that they have a chance to get milk and because their local relief organizations are seeing that they know how to use it. They are discovering—many of them for the first time—new ways of getting those below-the-cream-line essentials of milk into their diet.

FOR THIS is a different kind of milk—dry skim milk—they are receiving. Milk in powdered form is really not new. It has been made for years, but little of it comes to consumers' markets. Bakers, ice cream makers, and other food manufacturers frequently use it. In some places consumers can buy it from them. Mostly it is hard for consumers to buy it in small convenient quantities.

DRY SKIM MILK should be used as a supplement to, not a substitute for, whole milk. Every growing child, every nursing and pregnant mother should have a quart; every other adult should have a pint of whole milk or its equivalent every day. This is the standard urged by nutrition experts. Until incomes in relation to the cost of whole milk are higher than they are today, many families must look to cheaper forms of milk to make up their quota of this essential food. Dry skim milk provides one of these cheaper forms. Children who cannot get enough whole milk can get many of its bone- and body-building essentials in dry skim milk added to their porridge, cereals, soups, bread, and other foods. Families with pinched purses can make them stretch by getting this kind of milk.

WASTED by many farmers, thrown away by many dairies, skim milk, dry or fluid, contains many of the elements that make whole milk valuable. It has calcium and phosphorus, important for growing children. It is high in body-building protein. It is rich in Vitamin G which some experts believe is the best enemy of pellagra, that acute form of malnutrition. Even 2 to 4 ounces of dry skim milk, introduced daily into the diet of a person who has had pellagra, prevents its reappearance. Skim milk compared with whole milk is not so rich in flavor. Its fuel value is not so high. It is a poor source of Vitamin A. This is because it does not contain the butterfat that is in whole milk. But these food values can be obtained from other foods, while calcium, phosphorus, and Vitamin G come cheapest and best in milk, and are all found in skim milk.

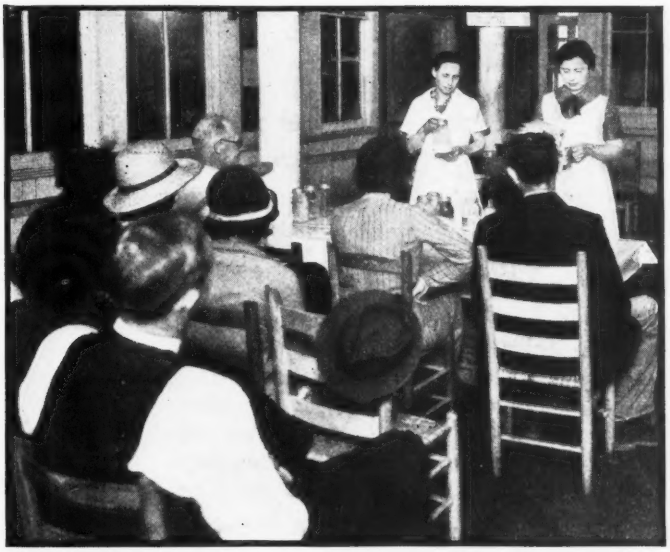
Every care is taken to keep the product sanitary when the powdered milk is received from the drums to be packaged by relief workers for distribution to relief families.

TO ENCOURAGE salvaging some of this waste and turning it to the best possible uses, the AAA has made available funds for purchasing dry skim milk to be turned over to the FERA for distribution to needy families. Five and one-half million pounds have been contracted for. One and one-half million pounds have actually been handed over to relief families, and the rest is on its way. Additional amounts may be available later. Dry skim milk was chosen rather than fluid skim milk because it is easier and more economical to handle, not subject to spoilage if handled carefully.

SOME of these millions of pounds have gone to Southern States—Alabama, Florida, Georgia, Louisiana, Mississippi, Kentucky, North and South Carolina, Tennessee, and Texas. Other carloads have been shipped west to Idaho, Montana, Nevada, Colorado, New Mexico, Utah, and Wyoming. Still others have gone to Illinois, Kansas, Nebraska, Oklahoma, North and South Dakota, and West Virginia. Smaller amounts have been delivered to the District of Columbia where neither drought nor pellagra is a problem

but in order to have a close-at-hand demonstration of the value of this kind of distribution.

BOTH to keep the cost as low as possible and to give relief workers useful jobs, all the milk has been bought in large drums, holding some 200 pounds each, and shipped in this form to the States. There it is repacked in glassine-lined paper bags each holding 1 pound. Local relief officers set up a work project for doing the job. Those persons selected to do the work must pass physical examinations certifying that they have no communicable disease. Strict sanitary specifications control the equipment used and the clothes to be worn by workers on the job. The powder is kept dry by packaging it in a cool dry atmosphere.



Relief families who receive dry skim milk are invited by some local relief administrations to attend demonstrations of its many dietary uses.

ACCOUNT of the cost of this packaging job is kept. Thirteen of the States have already reported their costs. In no case did it come to more than 1 cent a pound package; in two States it averaged one-half cent.

WHEN the milk is packaged for family distribution, the next job for relief officials is to see that it gets into the homes that need it most. In Mississippi the State Administrator for relief instructs each county relief officer to check his records for families with pellagra cases, to verify his records by doctors' diagnoses, and then to deliver to each member of the family who has pellagra from 5 to 7 pounds of dry skim milk a month, and to each other member at least 3 pounds.

THOSE POUNDS of powder mean new life, new strength, healthier bodies, for hundreds of families, because many of them get no other milk of any kind, or only inadequate supplies. Each pound of powder, if mixed with water, will make $4\frac{3}{4}$ quarts of fresh skim milk. With $10\frac{1}{2}$ ounces of butter a month and 7 pounds of dry skim milk a family has the equivalent of more than a quart a day of fresh whole milk.

BECAUSE dry skim milk comes in an unfamiliar form, relief officials have carried along with their distribution a carefully planned system of education in the use of this milk. With every package goes a little book of recipes. Demonstrations are frequently held. Every State has its own educational program.

TWO objectives are constantly kept in mind: First, to put over the idea of the value of <u>all</u> milk in building health; second, to prevent waste through lack of understanding the many uses to which dry skim milk can be put.

TEXAS' educational program is a good example of a thorough job. At the head

[Concluded on Page 27]

Tomato Route to Good Health

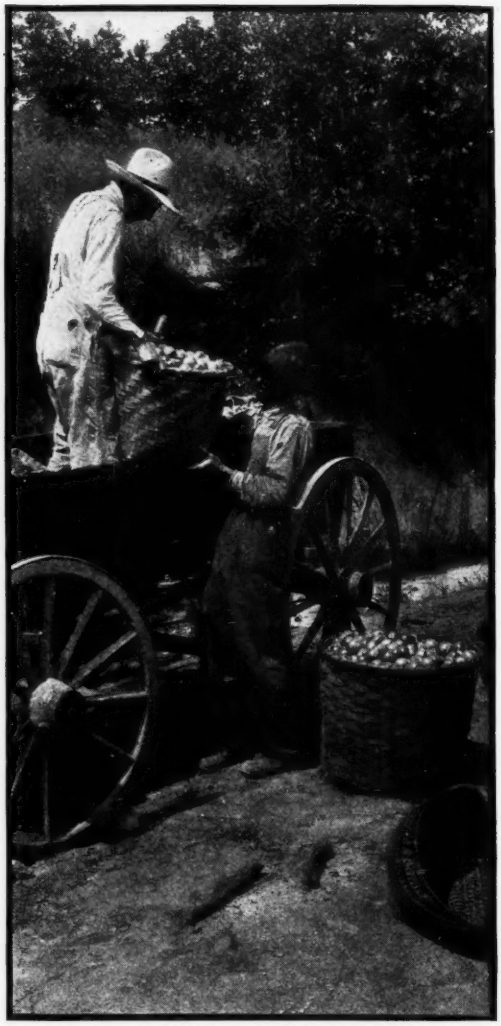
More tomatoes this year than last seem to be in store. Here are some consumer guides to wise buying of this important health food

CENTURIES ago it was thought to be a "poison." Today babies even 3 weeks old are fed it. One hundred years ago it was a curiosity. Today one-half million acres are planted to it; 18 million bushels came to market fresh in 1934; one and one-third million tons went to factories to be bottled or canned. Less than 25 years ago food specialists thought it lent only color and flavor to a meal. Today experts put it near the head of the list of vitamin values, rank it high among the foods that tone up the body, that ward off disease.

EVERY food budget calls for tomato, no matter how much money there is to spend, because tomato is so rich in vitamins. Excellent source of Vitamin A, fair source of B, tomatoes excel especially in Vitamin C. Lack of this important vitamin may mean bleeding gums, loose teeth, sore joints, loss of appetite.

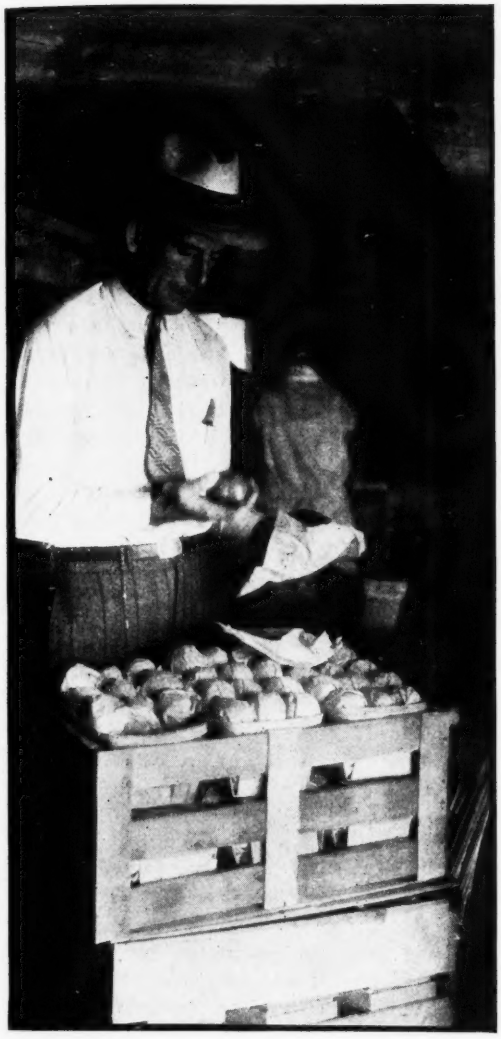
CUP for cup, orange juice has twice as much of this vitamin, but dollar for dollar tomato may have more, much of the time. Experts say that even a restricted diet—the kind on which you can just get by—should include for all ages a minimum of 50 pounds a year of tomatoes and/or citrus fruit, according to preference or pocketbooks. Liberal diets would include from 75 to 120 pounds, depending on age and activity.

VITAMIN C does not stay with you as other vitamins do, to be used as needed. You must have a continuous supply, day by day. That's why tomatoes come in pat. Canned tomatoes are always at hand and canning does not diminish much of their store of this vitamin. Every month of the year brings the fresh fruit to market.



When fall frosts nip off northern tomato supplies, Southern States—with Florida and Texas leading off—begin shipping.

FALL FROSTS in Northern States that nip off local supplies are the signal usually for new crop shipments from Florida and Texas. California picks up the procession to market in April or May. Second early supplies, starting about May, come from Georgia, Louisiana, Mississippi, South Carolina, and northeastern parts of Texas. Domestic supplies are supplemented with some from Mexico and Cuba during the period No-



Federal inspectors examine for maturity, regularity of shape, and defects, in grading tomatoes for market.

vember through May. June brings tomatoes from States as far north as Ohio. Finally, in August, gardens in New York, Michigan, Oregon, Washington, and other northern-most States shower upon the cities their ripe-red fruit. When northern supplies are tapering off in the early fall and before Florida and Texas get under way again, Southern California lends a hand in filling up the slack.

PEAKS in supplies and lows in prices for fresh tomatoes usually go together. Heaviest deliveries to New York markets, for example, come in June. Lightest come in December. No record of retail prices is made, but usually they follow along in inverse order, with highest prices in December, lowest in summer months.

"GREEN WRAP" tomatoes held in storage and then ripened—the kind most consumers get 8 months out of 12—are probably not quite as rich in Vitamin C as those picked from the vine and ripened shortly after they are picked.

TOMATO RIPENING en route from gardens to consumers is now a well-developed business. Care is taken first in shipping so that the tomatoes do not freeze. Warehouses where the tomatoes are held until thoroughly ripe in a temperature artificially maintained at around 80 degrees are found in most principal cities. So successful has this business become that green wraps are crowding in on the vine-ripened tomato business.

MATURE green tomatoes only pass the Government's tests for its two fresh tomato grades and shippers are usually careful to measure up to these standards. Consumers cannot buy by these Government grades but they can watch for the same points of superiority.

TEST for maturity is to cut across the fruit with a sharp knife. If the knife cuts through the seeds, the tomato is immature. Chances are it will not acquire normal color or flavor when ripened even under favorable conditions. In mature tomatoes the seeds slip aside from the knife and are not cut.

LOOK next for skin smoothness. The smoother the skin, the less waste there is. Damage caused by dirt, bruises, cuts, sunscald, sunburn, puffiness, growth cracks, scars, and insects reduce the amount of the

tomato that is usable although they may not make it entirely worthless.

CANNED tomatoes have their own Government grades developed by the Bureau of Agricultural Economics. No manufacturer has to use them, but some do. If you see a label on canned tomatoes showing "Grade A" you can be sure it is tops, according to these Government standards, for color (indicating flavor), size of pieces, and proportion of juice to solids. To rate Grade A at least 62½ per cent of the contents of the can must be "solids", that is drained tomato meat. Grades B and C measure down from A.

REMEMBER this when you are looking for the most food value for your money: Grade C has just as much food value as Grade A, though it may be poorer in color, flavor, and appearance. All canned tomatoes above the minimum standard required by law, whether labeled with Government grades or not, are equally good buys for food value. Juice in the can must be all tomato. To add water is adulteration, forbidden by law. Tomatoes that are "Below U. S. Standard" must be so labeled. Even substandard foods must be fit for consumption.

ONE of each 4 pounds of tomatoes grown last year came to market fresh; three went to manufacture. Despite the smaller production for market, farmers' returns from this production in 1934 totaled $22,119,000. Farmers' returns from tomatoes for manufacturing came to only $16,932,000.

LIKE MILK, tomatoes bring farmers different prices according to the use that is made of them. Last year farmers earned an average of about 2½ cents a pound for tomatoes that went to market and about 0.6 cent a pound for tomatoes for manufacture.

SEVERAL factors operate to make this difference in price. Costs of growing and delivering tomatoes for manufacture are much less. Frequently canners furnish growers with seed or plants. There is less loss from spoilage. Most growers for manufacture have a guaranteed outlet for their supplies. Other growers have to take a chance on the demand for their fruit. Tomatoes-for-manufacture growers have practically no marketing costs but hauling to the cannery; they have little cost of preparation or packaging.

DEPRESSION hit tomato growers as it did most other farmers. Back in 1929 they raised altogether very close to 4 billion pounds for which they received $54,000,000. In 1933 they produced 25 percent less, but their income was cut about 45 percent. Last year tomato growers added another 737 million pounds to their production, bringing it up to within 6 percent of 1929. Their income increased by some $8,500,000 to $39,031,000, but it was still 28 percent below 1929.

REWARDING farmers with bigger pay has meant in many cases that consumers must pay more. Small increases in consumer prices, however, can often mean larger increases in farmers' returns. From 1932 to 1934 the price of a can of tomatoes advanced 12 percent—but that increase made possible a 20 percent bigger price to farmers.

ONE route to better pay for farmers is by regularizing the movement of tomatoes to market. This is the marketing agreement method, proposed but not yet adopted by any tomato shipping area. Marketing of other fruits and vegetables is being controlled by such AAA agreements. By adjusting shipments to day-to-day or week-to-week market demand, these agreements try to protect farmers from the gluts that force down their prices. Even farmers who are near their markets cannot know how much other farmers are shipping at the same time. Every time they ship too much they are penalized by low prices. Often they can be saved such penalties through central control of the flow of their products to town.

CONSUMERS' gain from such control should come from having a steadier supply at steadier prices.

Partners in Agricultural Adjustment

While farmers are seeking to get a fairer share of consumers' dollars by adjusting their production to domestic demand, scientists are helping farmers to increase their returns by finding ways to lower production costs, to utilize waste products, to develop new uses for old products. Science alone cannot accomplish the miracle of ending agriculture's emergency. Together with adjustment in supplies by farmers, it can help in the solution. Here is a progress report on some explorations into new uses for old or waste products, made by the Bureau of Chemistry and Soils.

NEW PRODUCTS from old crops come steadily out of the research laboratories of the Department of Agriculture. Waste challenges the talents of scientists. Chemists in the Bureau of Chemistry and Soils who know that we throw away about half of what we grow naturally feel the urge to do something about it. They want to see what can be done with the pound of straw or fodder which is left over from the production of a pound of corn or wheat. They want to make something profitable out of the culled fruits and vegetables, the peelings and the seeds.

COTTONSEED sales tell an old story of successful use of former waste material —a story of better income to the cotton farmer.

SWEETPOTATO starch writes a newer chapter of the story. Sometimes as much as 50 percent of the sweetpotato crop has to be culled and kept home from the regular sweetpotato market. Farmers feed some of these culls to livestock. Some of the otherwise good potatoes are canned. But most culls cannot be used profitably in those ways.

CHEMISTS looked at these cull potatoes and saw starch—the kind of starch you find as "sizing" in glossy sheets and dress goods on the counter. White potatoes have a kind of starch, too, but not the kind that is satisfactory for sizing.

YELLOW COLOR had to be eliminated from sweetpotato sizing before the experiments could be pronounced successful. The chemists licked that problem first. Next they worked at a satisfactory method of manufacturing the starch.

FINDING ways of utilizing waste is only the first half of the problem. Second half, and sometimes the more difficult, is finding how the product can be put on the market at a price to compete with other products.

EXPERIMENT on the cost problem was started last year in Mississippi, in country where farmers were in difficult straits. By locating there the experimenters not only had easy access to raw materials but helped farmers in cut-over pine country who previously had marketed their products to people in lumber-mill towns, but with the passage of the lumber mills were without a market. Pine-stripped waste land of Mississippi is fine land for growing sweetpotatoes.

SEVENTY TONS of sweetpotato starch came out of the experimental factory established there last year. Local textile mills bought it at 5 cents a pound. Farmers who grew the sweetpotatoes made more money than they would have made if they had tried to grow cotton on their land. And that's not all. The byproduct starch itself produced another byproduct which was in turn put to use. The factory dried the leftover pulp and the State Experiment Station fed it to beef cattle which brought a premium price on the market.

ONE TEST for practical usefulness of sweetpotato starch in the laundry was carried on by the Bureau of Home Economics textile laboratory. Specialists measured the stiffening quality of sweetpotato starch on fabrics in comparison with that of other starches such as wheat, corn, rice, dasheen, canna, and potato. The Bureau experts "sized" pieces of thin, medium, and heavier cotton fabrics. Then they placed pieces of the starched fabrics in an apparatus devised at the Bureau which measures their stiffness value. Though stiffness produced in fabrics is not a complete test for the value of starch for laundry use, it is a primary one, and sweetpotato starch compared favorably in stiffening quality with other starches of the same type.

PRIVATE INDUSTRY is following the work of the Government experimenters and will likely take hold of the method when more work has been done in cutting the cost of manufacture. All comers will have equal chance to use the method because the Government scientific men took out a public-service patent to make sure that no one group could take exclusive profit from Government research.

CITRUS FRUIT has valuable byproducts, some of which were developed at the request of the industry a good while ago. Government chemists found ways to manufacture lemon oil, orange oil, citrate of lime, and citric acid from the fruit that was not right in color or size for the fresh-fruit market. Then came pectin, marmalade, and stock feed. Nowadays 45 to 50 thousand tons of oranges and lemons go to the byproduct market and bring growers profit amounting to nearly a million dollars a year.

CITRUS WINES and cordials are the next form for channeling off the seasonal excesses. Instead of flooding the market with fresh fruit at one season of the year, growers may soon be able to turn their surplus products into wines and cordials for a year-round market. Citrus juices canned by the heat methods have already started their career as stabilizers of the fresh-fruit market.

PICTURE the possibilities thrown away in corncobs. Farmers put much time, work, and money into producing corn, and then get no return from the cob, unless it is a small-use value as fuel or commercial value as pipes.

GOVERNMENT SCIENTISTS, working long months and years in search for more-valued uses, have found in the cob "furfural", something like the stuff they use in making those hard rubbery trays you see around restaurants and cafeterias. It used to sell for about $25 to $30 a pound. Now Government research has found a way to make furfural from corncobs, oat hulls, and cotton hulls; and the cost, in carload lots, is about 9 cents a pound.

FUTURE POSSIBILITIES lie in other corncob discoveries. Lignin—the stuff that holds the cob and plant material in general together and makes it rigid—may prove to be a wonderful reservoir of potential wealth, possibly as great as coal tar. Since scientists first began investigating that byproduct of gaslight factories in England about 100 years ago, chemists have discovered 60 thousand different coal-tar products. Fast dyes, now made entirely from coal tar, might some day come from the lignin in corncobs.

CELLULOSE, found in straw, peanut hulls, oat hulls, and corn stalks, can be

obtained from corncobs, though other sources are cheaper. From that cellulose beautiful textile materials might be made. Carbon, acetic acid, ethyl alcohol, and other chemicals are imprisoned in the corncob, waiting for the time when it will be commercially worth while to utilize them.

Corncobs are thrown away today because they have little value. Some day they may be highly prized as the source of 9 important chemicals which scientists have discovered in them. Dr. W. W. Skinner, official of the Bureau of Chemistry and Soils, is pointing to a block of insulating material made from corncobs. In front of the greatly enlarged imitation cob are skeins of rayon dyed with colors made from lignin derived from this waste product.

"SOMETIMES I romance", says Dr. W. W. Skinner, chief of the Bureau of Chemistry and Soils, where this valuable research is done, "about the time when a man may ride home from work in his car fitted with electric equipment made from a corncob plastic, upholstered with corncob leatherette, and painted with corncob lacquers; he enters a home built with corncob board and covered with corncob shingles; he exchanges his work coat for an easy jacket made of corncob textiles, pleasingly colored with corncob dyes; he takes an easy chair molded from corncob plastic, reads the evening news from a paper made of corncob pulp, printed with corncob ink, and toasts his toes before an open fire of corncob briquettes; he takes a sip of corncob liquor, and retires to a corncob couch, covered with corncob upholstering."

DEVELOPMENTS like these don't happen by accident. They come only after long years of day-after-day exploring and testing. "You don't just turn a faucet and let the discoveries pour out", says Dr. Skinner.

THREATENED shortages ahead should mean research and planning now. Government chemists are at work at this instant to find a remedy for one such possible shortage. Chestnut trees are our main source of supply of tannin—used to tan leather. Blight has almost wiped out the chestnut. In 10 or 15 years this source will probably be exhausted. Already new materials are being explored.

AGAIN THE SCIENTISTS have tackled waste materials. Pulpwood companies pay to have the bark from hemlock trees hauled away as waste. That bark, the research men find, is rich in tannin. They have found successful methods to extract the tannin. They have discovered ways to cut the cost of extraction. Other sources, for instance, the saw-palmetto, a pest to the Gulf States, are being explored.

SCIENTISTS warn consumers against expecting spectacular results to follow immediately on the heels of their discoveries. They warn farmers against planting all their crop land to cotton, potatoes, or corn and then expecting the chemists to find ways to use all of these products.

CONSUMER-FARMER BRIEFS *from* WASHINGTON

RELIEF FUNDS in Kansas pay farmers to teach other farmers. Representatives from many Kansas communities met at Topeka for a 4-week Workers Institute where the student-teachers gathered material to be passed on to the whole community back home. Classes, open to everybody, will study cooperative problems of marketing and purchasing, and wider problems of economics and society.

Workers in AAA and the Department of Agriculture lunch at their own cafeteria operated by their own Welfare Association, directed by 3 members from each Bureau in the Department. All profits are used in making loans to needy employees and to workers' musical, theatrical, and athletic clubs for purchasing equipment; for employing a trained nurse to aid in emergency cases; and for other group needs.

AAA

SPENDING HABITS change with the years, and on those habits depend the accuracy of any statistics showing the cost of living. The Bureau of Labor Statistics is making official studies of average working people's expenditures of their income in 40 cities of different sizes.

ONE HUNDRED AND FIFTY families of Manchester, Vt., were the first group to be surveyed. Each family included one or more employed wage earners who made more than $500 by working 36 weeks or more in the year.

INCOMES RANGED from $572 in one household to $4,573 in another where seven people brought in money. The income averaged out to about $1,600. Differences came mostly from different numbers of earning members of the family, not much from the rates of pay.

RESULTS SHOWED that 37 cents of each dollar went for food in the year ending August 31, 1934. Housing and household operation together accounted for the next largest chunk—24 cents. Clothing cost 13 cents. Transportation, with a bracket to itself for the first time in these figures, took 7 cents of each worker-dollar. "Miscellaneous", including such things as newspapers, cigarettes, and cosmetics, came in for a share of 6 cents. Five cents went for movies and other recreation. Another nickel was the furniture allotment in the dollar. And the new separate item of "Medical Care" cost the worker 3 cents of each of his year's dollars.

SAVING ABILITY seemed to depend entirely on income. On the average families who took in less than $1,500 a year not only did not save but had a deficit at the end of the year. The figures showed that they spent more than they earned, meaning apparently that they used old savings or went into debt. For instance, families averaging less than $900 a year averaged $93 a year in the red. But families who earned more than $1,500 a year lived within their income.

Those with $2,500 a year or more were able to save an average of $207 a year.

AAA

WEIGHTS and measures experts gathered in Washington for a 4-day national conference to consider new specifications, see demonstrations, and study enforcement records. Consumers interested in reports presented at this conference should address the U. S. Bureau of Standards, Washington, D. C.

AAA

FARMERS' FORTUNES depend not alone on getting a larger share of consumers' dollars. Important, too, is cutting costs of production. For dairy farmers this means getting a higher butterfat production per dollar spent for feed. Records of two herds have just been studied by the Bureau of Dairy Industry.

RESULTS show widely different costs. Both herds were approximately the same size. Both were on test the same year in the same association. Products from both sold at the same price.

AVERAGE butterfat production per cow in herd No. 1 was 384 pounds; in herd No. 2, 288 pounds. For each dollar's worth of butterfat, cows in herd No. 1 ate 46 cents' worth of feed: in No. 2, 59 cents' worth. Seventeen of the high-producing herd used less than 50 cents' worth of feed to produce a dollar's worth of butterfat; only 3 of the second herd produced a dollar's worth of butterfat on less than 50 cents' worth of feed. Twenty cows like those in herd No. 1 would bring in as much income over cost of feed as 34 cows like those in herd No. 2.

AAA

POPULATION CHANGES have great significance for famers. Recent estimates by the Bureau of Agricultural Economics foreshadow a possible decline in population after about 10 years if there is no increase in immigration. In this country there may have been an increase in births last year, but births seem unlikely to increase after 1935.

BIRTH RATE has declined faster in cities than in the country. In cities of over 100,000 population there are now only about two-thirds enough births to maintain their population without new residents from outside. In the farm population there are nearly 50 percent more births than deaths.

TOTAL FOOD consumption per person has not increased for a third of a century. For the decade the trend has been slightly down, partly because more people have been engaged in indoor work. Some experts think the prospective declining population will require a smaller food supply.

Sources of Information on Cooperation

[Concluded from Page 2]

Bureau of Fisheries, Department of Commerce, follows activities of fishermen's cooperatives, authorized by act of Congress, 1934.

Tennessee Valley Authority. See Consumer Cooperation.

INDEPENDENT SOURCES

Nongovernmental sources of information on cooperation have much material not available in Washington. Consult:

Cooperative League, 167 West Twelfth Street, New York City, on consumer cooperation.

Cooperative Distributors, Inc., 30 Irving Place, New York City, on ccnsumers' buying clubs.

Credit Union National Association, 5 Park Square, Boston, Mass., on cooperative credit.

State Farm Bureaus, and Central, Eastern, and Northern States Cooperative Leagues, on farmers' coops. If you do not know their addresses, ask the Farm Credit Administration, Washington.

Your Food Bill

FOOD COSTS dropped very slightly from April 23 to May 7. The Bureau of Labor Statistics index of retail food prices on April 23 stood at 125.2 percent of the 1913 average. On May 7 it had been shaved to 124.5 percent. This amounts to a drop of 0.6 percent during the period of 2 weeks. A month earlier the index stood at 124.1 percent. Compared with prices of a year ago food cost 15.1 percent more on May 7, 1935. Present prices are 32.8 percent over those of May 1933 and 18.8 percent below those of May 1929.

CHANGES IN CITY RETAIL PRICES

Kind of food	May 8, 1934	Apr. 23, 1935	May 7, 1935	Change in year	Above or below May 1929
Dairy products	¢	¢	¢	%	%
Milk, qt.	11.1	11.9	11.9	+7.2	-16.2
Cheese, lb.	23.3	26.0	25.9	+11.2	-31.8
Butter, lb.	29.6	38.9	35.3	+19.3	-35.2
Beef					
Round steak, lb.	27.2	36.7	37.0	+36.0	-17.6
Rib roast, lb.	22.0	30.6	30.9	+40.5	-16.9
Chuck roast, lb.	16.1	24.1	24.1	+49.7	-20.7
Pork					
Chops, lb.	24.3	33.5	33.5	+37.9	-11.1
Lard, lb.	10.1	18.8	18.8	+86.1	+2.2
Whole smoked ham, lb.	18.8	26.4	26.8	+42.6	———
Lamb					
Leg of lamb, lb.	27.6	27.5	27.3	-1.1	-35.2
Breast lamb, lb.	11.5	13.4	13.3	+15.7	———
Square chuck, lb.	20.2	21.2	21.2	+5.0	———
Poultry and Eggs					
Hens, lb.	25.4	29.7	29.6	+16.5	-29.9
Eggs, doz.	23.3	30.1	31.6	+35.6	-18.6
Bread					
White, lb.	8.0	8.3	8.3	+3.8	-8.8
Rye, lb.	8.6	8.9	9.0	+4.7	———
Whole wheat, lb.	8.7	9.0	9.0	+3.4	———

(continued)

INCREASES in food prices since a year ago have been very uneven. Some foods are much more expensive; in some other cases the price increases have been very moderate and a few foods are selling at less than last year's prices. Greatest price advances, in general, have been in meats and eggs. Increases in both these cases have been due mainly to the drought, although prices of hog products have been affected also by the reduction of hogs brought about by the AAA program. In the case of meats it should be noted that lamb prices are very little different from those of a year ago. Leg of lamb was quoted lower on May 7, 1935, than a year previously. Prices of some other lamb cuts have increased a little since last year but the rise has been very moderate.

SUPPLIES of dairy products were also seriously affected by the drought which reduced supplies of feed crops. This resulted in substantial increases in the price of butter during the winter. Lately, however, butter prices have been falling off. The most recent report shows a drop of over 9 percent in the price of butter from April 23 to May 7. Prices of dairy products as a group are now 10.9 percent above the levels of last year.

CEREAL PRODUCT prices are only 4.9 percent above those of a year ago. The percentage rise in wholesale prices of wheat and other cereals has been considerably more than that but as usual retail prices of cereal products have not fluctuated as much as grain prices. This is because the cost of the grain represents only a small part of the price the consumer pays for the manufactured cereal products, such as bread, macaroni, or corn flakes. Costs of processing, transporting, and selling these commodities are rather inflexible. The price of grain could be doubled without necessitating much of a

CHANGES IN CITY RETAIL PRICES

Kind of food	May 8, 1934	Apr. 23, 1935	May 7, 1935	Change in year	Above or below May 1929
Cereal products	¢	¢	¢	%	%
Flour, lb.	4.7	5.0	5.0	+6.4	0.0
Macaroni, lb.	15.6	15.7	15.7	+0.6	-20.3
Wheat cereal (28-oz. pkg.)	24.2	24.5	24.5	+1.2	-3.9
Vegetables - canned					
Corn, #2 can	11.3	12.9	13.0	+15.0	-18.2
Peas, #2 can	16.6	17.6	17.6	+6.0	+5.4
Tomatoes, #2, #2½ can	10.6	10.5	10.4	-1.9	-21.2
Vegetables - fresh					
Potatoes, lb.	2.7	2.0	2.1	-22.2	-22.2
Onions, lb.	4.5	8.5	7.7	+71.1	+4.1
Cabbage, lb.	3.7	8.3	6.7	+81.1	+28.8
Vegetables - fresh					
Lettuce, head	10.1	9.3	10.0	-1.0	———
Spinach, lb.	6.8	9.3	7.1	+4.4	———
Carrots, bunch	5.6	6.2	6.0	+7.1	———
Fruits - canned					
Peaches, #2½ can	18.1	19.7	19.8	+9.4	———
Pears, #2½ can	21.0	23.1	23.1	+10.0	———
Pineapple, #2½ can	22.0	22.7	22.8	+3.6	———
Fruit - fresh					
Apples, lb.	6.9	6.3	6.5	-5.8	———
Bananas, doz., lb.	22.5	22.0	21.6	-4.0	-32.1
Oranges, doz.	29.7	32.8	33.2	+11.8	-19.2

percentage rise in the price to the consumer.

VEGETABLE PRICES have been coming down very rapidly in the last few weeks. The index of prices of fruits and vegetables as a group on May 7 was only 0.8 percent above that of a year ago. This in spite of the fact that the index includes prices of cabbage and onions which are much higher now than they were a year ago and does not include a number of other early perishable vegetables which are selling at reasonable prices. Some of the most important fruits and vegetables which were cheaper on May 7 than a year ago are potatoes, bananas, prunes, and canned tomatoes. These are all important foods in the diet of the average family. It is expected that the supply of fruits and vegetables will continue to be liberal this year.

Your Food Bill

(continued)

FARMERS' share in consumers' dollars spent for 10 important foods continues to grow. Out of each consumer dollar spent for these foods farmers received 45 cents in March and 46 cents in April. This does not include the additions in the form of rental and benefit payments made to the income of farmers who are cooperating in the agricultural program. In April 1933, the month when food cost consumers less than at any time since 1910, farmers received only 34 cents of each of these consumer dollars.

CATTLE farmers' share during this 2-year period, April 1933 to April 1935, was increased from 37 to 48 cents; hog farmers, from 46 to 62 cents. Farmers raising hens received 51 cents of the consumer's dollar in April 2 years ago and 60 cents in April 1935. The farmers' share of each dollar spent for eggs in the former period was 56 cents, in the latter 69 cents. Dairy farmers increased their share of each dollar expended for milk, butter, and cheese from 31 to 44½ cents. Out of each dollar spent for flour, wheat farmers received 34 cents in the earlier April and 42 cents in the latter. Their share of consumer dollars going for bread was raised from 11 to 17½ cents. Two years ago potato growers were getting 44 cents. In April 1935 that had increased a cent, to 45.

FARM PRICES in general advanced from 108 percent of their prewar level in March 1935 to 111 percent in April 1935.

Concluded on Page 27]

DAIRY PRODUCTS

MOST IMPORTANT change in prices of dairy products during the past few weeks has been a substantial drop in the price of butter. From April 23 to May 7 the average retail price of butter in 51 cities dropped over 9 percent, from 38.9 cents a pound to 35.3 cents a pound. Cheese prices also fell off slightly. There was no change in the average price of milk.

BUTTER has been relatively high during the first 4 months of this year. This has been due mainly to the low production of milk in the butter-producing regions which resulted both from a decreased number of cows and also from a shortage of feed. It has been generally anticipated that with the coming of spring pasture season the production of milk and dairy products would pick up substantially and prices would come down. The sharp drop in butter prices during the last week in April and first week in May is in line with this expectation.

PRICES in the wholesale market continued steadily downward from the week ending April 13 to the week ending May 18. The drop in wholesale prices during this period of 5 weeks amounted to over 10 cents a pound.

IMPORTS of butter in March amounted to 4,900,000 pounds compared with 29,000 pounds in March 1934. Although there was a marked increase in imports of butter during the past few months, this addition has not been nearly so large as the decline in production in this country. The trade output of butter during the first 3 months of 1935 was about 85,000,000 pounds below that of a year ago. In addition to larger imports, production of oleomargarine was about 46 million pounds greater in the first quarter of 1935 than in the same months of 1934.

APPARENT CONSUMPTION of cheese during the first quarter of 1935 was about 1 percent less than 1934 while the apparent consumption of butter was 19 percent less.

Average Retail Prices, May 7, 1935 (cents)

Markets	Fresh milk (quart)	Cheese (lb.)	Butter (lb.)
United States	11.9	25.9	35.3
North Atlantic:			
Boston	12.7	25.7	35.7
Bridgeport	13.0	30.2	37.3
Buffalo	12.0	26.8	35.1
Fall River	13.0	25.1	35.7
Manchester	12.0	26.7	35.6
Newark	13.0	27.4	37.0
New Haven	13.0	22.5	35.7
New York	12.5	29.6	36.5
Philadelphia	11.0	28.9	37.1
Pittsburgh	12.3	27.1	36.0
Portland, Maine	12.0	26.5	36.1
Providence	13.0	24.7	35.7
Rochester	12.0	27.7	34.7
Scranton	11.0	27.0	35.7
South Atlantic:			
Atlanta	14.0	24.0	38.6
Baltimore	12.0	27.5	38.4
Charleston, S. C.	14.5	24.9	38.1
Jacksonville	15.0	24.0	37.3
Norfolk	14.0	23.5	36.5
Richmond	12.0	24.1	36.6
Savannah	14.0	23.5	37.5
Washington, D. C.	13.0	26.6	38.2
North Central:			
Chicago	11.0	28.8	34.7
Cincinnati	12.0	26.2	35.4
Cleveland	11.0	29.6	34.7
Columbus	10.0	26.4	34.0
Detroit	12.0	24.8	35.9
Indianapolis	10.0	25.7	34.8
Kansas City	12.0	26.5	32.8
Milwaukee	10.0	25.9	33.6
Minneapolis	10.0	25.0	34.0
Omaha	10.0	26.8	33.0
Peoria	11.0	25.2	33.8
St. Louis	12.0	24.4	35.1
St. Paul	10.0	25.5	33.4
Springfield, Ill.	11.1	25.1	34.4
South Central:			
Birmingham	14.0	24.2	37.7
Dallas	11.0	27.2	32.2
Houston	12.0	22.4	36.5
Little Rock	12.0	23.8	32.0
Louisville	12.0	24.6	34.8
Memphis	11.3	22.1	34.3
Mobile	13.0	23.9	34.7
New Orleans	11.3	26.0	36.6
Western:			
Butte	10.0	24.4	34.5
Denver	11.0	28.1	35.5
Los Angeles	11.0	26.5	34.1
Portland, Oreg.	11.3	24.2	32.8
Salt Lake City	10.0	21.9	33.9
San Francisco	12.0	29.8	33.8
Seattle	10.0	22.9	33.4
Tucson	12.0	25.4	32.9

Average Retail Prices, May 7, 1935 (cents)

Markets	White (1lb.)	Rye (1lb.)	Whole wheat (1lb.)
United States	8.3	9.0	9.0
North Atlantic:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.2
Buffalo	8.5	8.5	9.4
Fall River	8.0	8.4	8.9
Manchester	8.1	9.0	8.7
Newark	9.4	9.5	9.6
New Haven	8.6	9.0	9.3
New York	8.9	9.0	9.7
Philadelphia	8.7	9.9	10.6
Pittsburgh	8.3	8.9	9.1
Portland, Maine	9.1	9.6	9.4
Providence	8.2	8.8	9.4
Rochester	8.1	8.2	9.1
Scranton	9.2	9.6	9.9
South Atlantic:			
Atlanta	9.0	9.6	9.0
Baltimore	8.9	9.4	9.6
Charleston, S. C.	9.3	9.8	10.4
Jacksonville	9.7	9.9	10.0
Norfolk	8.4	8.7	9.0
Richmond	8.6	8.7	9.1
Savannah	9.4	9.9	10.5
Washington, D. C.	8.4	8.9	9.0
North Central:			
Chicago	7.4	7.9	9.0
Cincinnati	7.9	9.4	9.5
Cleveland	7.8	8.3	8.7
Columbus	8.1	9.1	9.3
Detroit	7.4	7.7	7.8
Indianapolis	7.4	7.7	8.9
Kansas City	7.8	9.0	9.1
Milwaukee	6.8	6.7	8.7
Minneapolis	8.4	8.8	9.3
Omaha	8.5	9.4	8.9
Peoria	8.0	9.0	8.9
St. Louis	8.2	9.0	9.5
St. Paul	8.4	9.2	9.9
Springfield, Ill.	8.7	9.6	9.7
South Central:			
Birmingham	9.8	9.8	10.0
Dallas	7.9	8.0	7.8
Houston	8.1	8.5	8.5
Little Rock	9.8	9.6	10.1
Louisville	7.4	8.0	8.4
Memphis	8.6	9.3	9.3
Mobile	9.3	10.0	10.0
New Orleans	8.3	8.7	9.7
Western:			
Butte	9.5	9.6	9.6
Denver	7.6	9.2	7.9
Los Angeles	7.5	9.4	7.9
Portland, Oreg.	9.1	10.1	9.2
Salt Lake City	7.0	9.4	7.0
San Francisco	9.4	9.0	8.9
Seattle	9.0	9.9	9.0
Tucson	10.0	9.9	10.0

BREAD

THE ONLY CHANGE in bread prices during the 2 weeks ending May 7 is an increase of 0.1 cent a pound in the price of rye bread. White bread in 52 cities averages 8.3 cents a pound, while prices of rye and whole-wheat bread each average 9 cents a pound. A year ago white bread sold for an average of 8 cents, rye bread for 8.6 cents, and whole-wheat bread for 8.7 cents.

RISE in bread prices since a year ago has been very closely in line with the increase in the cost of flour and other bread ingredients such as milk and shortening. Since last July there has been very little change in prices of wheat and flour and the retail price of bread has been practically unchanged. The present average price of 8.3 cents a pound for white bread is the same as it was during the latter part of July and the first part of August last year. Bread prices were increased to 8.4 cents a pound during the latter part of August and were maintained at that figure until the first part of November when the average dropped back to 8.3 cents where it has stayed ever since. There is nothing in the present situation to indicate any marked change in prospect in the prices of bread to the consumer. Prices of flour have been going up and down slightly from week to week but the average is approximately the same as that which existed during most of the fall and winter.

HIGHEST average price of bread reported by any city now is that for Tucson which was added to the list of reporting cities for the first time on this report. Tucson reports an average price of 10 cents a pound. The lowest price reported is that for Milwaukee of 6.8 cents.

CEREAL PRODUCTS

THERE WAS no change in average prices of flour, macaroni, and wheat cereal during the last week in April and the first week in May. Flour prices are now about 6 percent higher than they were a year ago while prices of macaroni and wheat cereal have increased about 1 percent.

WHOLESALE PRICES of wheat advanced during the first part of April but went down again from the middle of April to the middle of May. Wheat prices have changed very little since last summer. Early in the summer the wheat market rose on account of the drought and the higher level has been well maintained throughout the fall and winter but there has been no consistent trend either upward or downward. Present indications are that the production of winter wheat will be about 432,000,000 bushels, which is 7 percent above last year's crop but 23 percent below the average production during the last 10 years. It is too early to estimate accurately the spring wheat crop since yields of spring wheat will depend largely on weather conditions from now until the end of July. The most critical period is in June. Temperatures of June have a very decided bearing on the outturn of the wheat crop. In April the precipitation in the spring wheat belt was about one-third greater than normal. Precipitation early in May was also plentiful in North Dakota, South Dakota, and Minnesota but below average in Montana. Crop prospects have also improved materially on the Pacific Coast.

TOTAL WHEAT stocks in the United States on April 1, 1935, were 294,000,000 bushels; a year ago they amounted to 402,000,000 bushels; and on April 1, 1933, 526,000,000 bushels. The drought has greatly reduced the stocks of wheat but the carryover on July 1 together with the expected domestic production should be ample to take care of normal consumption requirements.

Average Retail Prices, May 7, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.0	15.7	24.5
North Atlantic:			
Boston	4.9	14.9	23.3
Bridgeport	5.4	17.1	25.7
Buffalo	5.3	16.7	24.9
Fall River	5.2	16.3	22.1
Manchester	5.2	17.5	25.6
Newark	5.2	16.3	23.1
New Haven	5.1	16.5	23.1
New York	5.6	16.8	23.8
Philadelphia	5.0	16.4	22.8
Pittsburgh	4.7	16.0	23.3
Portland, Maine	4.9	18.1	24.3
Providence	5.0	14.7	22.1
Rochester	5.5	16.1	24.0
Scranton	5.0	16.9	25.2
South Atlantic:			
Atlanta	5.6	17.2	26.4
Baltimore	4.9	15.9	24.5
Charleston, S. C	5.6	16.8	25.0
Jacksonville	5.6	15.1	26.3
Norfolk	5.1	16.0	25.6
Richmond	5.2	15.2	23.5
Savannah	5.4	15.5	25.6
Washington, D. C	5.4	15.9	24.0
North Central:			
Chicago	5.0	14.5	24.5
Cincinnati	4.7	15.7	22.6
Cleveland	4.9	16.7	23.3
Columbus	4.5	17.6	27.7
Detroit	5.0	14.8	23.1
Indianapolis	4.4	15.0	25.6
Kansas City	4.7	15.8	24.0
Milwaukee	4.7	14.4	24.9
Minneapolis	5.1	14.4	22.2
Omaha	4.7	19.4	24.5
Peoria	4.9	16.5	25.2
St. Louis	4.9	16.4	25.2
St. Paul	4.9	14.4	23.5
Springfield, Ill	5.4	15.8	24.9
South Central:			
Birmingham	5.2	13.6	27.7
Dallas	4.9	17.1	26.6
Houston	4.7	12.9	22.8
Little Rock	4.8	16.0	28.5
Louisville	5.1	14.7	24.2
Memphis	5.5	14.6	28.4
Mobile	5.2	16.8	25.2
New Orleans	6.3	9.9	24.0
Western:			
Butte	4.7	16.9	25.7
Denver	4.0	17.1	25.2
Los Angeles	4.5	15.0	23.8
Portland, Oreg	4.6	16.7	22.6
Salt Lake City	3.8	17.3	24.2
San Francisco	4.9	16.4	24.0
Seattle	4.8	16.5	26.1
Tucson	4.5	16.5	24.3

Average Retail Prices, May 7, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	37.0	30.9	24.1
North Atlantic:			
Boston	47.7	36.0	30.2
Bridgeport	45.5	37.1	28.9
Buffalo	34.4	31.1	23.9
Fall River	43.6	31.0	24.5
Manchester	44.6	31.1	24.9
Newark	43.7	35.3	27.6
New Haven	47.6	36.8	29.3
New York	41.9	36.5	26.2
Philadelphia	41.1	37.1	27.1
Pittsburgh	38.6	34.1	25.9
Portland, Maine	44.9	34.5	26.6
Providence	45.9	36.7	29.7
Rochester	36.1	30.3	24.7
Scranton	38.2	32.8	27.8
South Atlantic:			
Atlanta	37.8	30.0	23.2
Baltimore	36.7	30.9	23.7
Charleston, S. C.	33.6	27.5	20.5
Jacksonville	32.2	28.7	21.9
Norfolk	35.0	29.8	22.2
Richmond	39.2	32.1	24.8
Savannah	31.8	28.2	20.5
Washington, D. C.	39.8	33.3	25.8
North Central:			
Chicago	34.9	33.2	26.6
Cincinnati	38.9	32.9	26.0
Cleveland	36.8	32.2	26.7
Columbus	38.4	31.3	25.6
Detroit	36.1	33.2	26.8
Indianapolis	38.6	29.6	25.9
Kansas City	33.7	29.2	22.8
Milwaukee	33.7	29.5	25.3
Minneapolis	33.1	29.3	24.3
Omaha	34.7	27.6	24.3
Peoria	35.2	28.6	23.3
St. Louis	37.9	29.3	23.7
St. Paul	32.5	30.1	25.6
Springfield, Ill.	37.1	27.3	23.9
South Central:			
Birmingham	37.5	28.6	21.2
Dallas	38.9	33.2	23.2
Houston	34.6	30.0	21.1
Little Rock	32.7	26.7	18.3
Louisville	36.6	27.6	23.8
Memphis	38.3	27.9	19.7
Mobile	35.8	25.9	20.5
New Orleans	33.8	29.4	20.2
Western:			
Butte	27.7	24.1	19.6
Denver	30.4	24.5	20.9
Los Angeles	30.9	28.2	21.0
Portland, Oreg.	26.4	22.6	18.9
Salt Lake City	32.4	26.9	24.1
San Francisco	33.5	30.1	20.8
Seattle	32.4	27.8	21.1
Tucson	36.8	33.0	22.2

BEEF

BEEF PRICES continued to go up somewhat during the 2 weeks ending May 7. The average price of round steak advanced 0.3 cent a pound, rib roast 0.3 cent a pound. The price of chuck roast was unchanged. Although the retail prices of beef have continued their advance the rate of increase during the past month or more has been much slower than it was earlier in the year.

IN THE WHOLESALE markets there has been little price change from the middle of April to the middle of May. Prices went up slightly from April 13 to May 4 and then went down slightly. The average price for the week ending May 18 was $11.23.

INSPECTED COMMERCIAL slaughter of cattle during the first 4 months of this year was about 8 percent smaller than a year earlier and the inspected slaughter of calves was about 6 percent smaller. The increase which occurred in prices of cattle and beef is due in part to the somewhat smaller supplies of cattle and also to the marked reduction in hog slaughter and to an improvement in consumer demand.

A FURTHER decrease in the slaughter of cattle is likely during the remainder of this year. There are fewer beef cattle on farms this year than there were a year ago. Also it is anticipated that there will be an increased demand this year for cattle for feeding and replacement and this will decrease the proportion of cattle sent to the market.

AVERAGE WEIGHTS of cattle marketed have been reduced considerably in recent months. In Chicago the average of slaughter steers in April was 991 pounds compared with 1,050 pounds in April a year ago. The April 1935 weight was the lightest April average in the last 14 years at least.

PORK

NO CHANGE occurred in the average prices of pork chops and lard from April 23 to May 7. Smoked ham was reported up 0.4 cent a pound.

PRICES OF HOGS on the wholesale market have moved irregularly since about the first of March. There have been several ups and downs in the market since that time but the average wholesale price of hogs during the week ending May 18 was practically the same as the average for the week ending March 2. Some of the increase in retail prices of hog products since the first of March is doubtless due to the usual lag in hog prices.

ORDINARILY we expect some drop in hog prices about this time of the year as a result of a normal seasonal increase of slaughter supplies. This year while there has been some seasonal increase in slaughter supplies, it has been extremely small, and it is expected that slaughter supplies during this year will be the smallest since 1910. This is due to the decreased number of hogs on farms and to the strong demand for breeding stock.

STORAGE HOLDINGS of pork on May 1 totaled 566,000,000 pounds. This is 10 percent less than the figures for April 1; 14 percent less than May 1, 1934; and 23 percent less than the 5-year average. Stocks of lard were 4 percent larger than those of April 1 but were 44 percent smaller than the lard stocks on May 1, 1934, and 10 percent smaller than the 5-year May 1 average.

Average Retail Prices, May 7, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Who. smo. ham (lb.)
United States	33.5	18.8	26.8
North Atlantic:			
Boston	33.7	18.3	27.3
Bridgeport	35.6	18.1	26.9
Buffalo	35.6	17.6	26.4
Fall River	34.4	17.5	27.2
Manchester	33.3	18.1	28.0
Newark	35.7	19.0	27.3
New Haven	33.8	18.5	29.2
New York	35.1	19.3	28.3
Philadelphia	36.1	18.6	27.0
Pittsburgh	36.2	18.6	26.6
Portland, Maine	34.4	17.8	27.8
Providence	35.3	17.5	26.8
Rochester	35.1	18.2	26.4
Scranton	36.9	19.6	26.9
South Atlantic:			
Atlanta	31.2	18.3	26.1
Baltimore	32.8	18.1	26.6
Charleston, S. C	29.1	19.6	25.1
Jacksonville	27.0	19.4	25.7
Norfolk	30.8	18.0	25.8
Richmond	33.6	18.0	25.5
Savannah	27.8	18.4	23.8
Washington, D. C	37.7	18.4	26.4
North Central:			
Chicago	34.9	18.0	25.7
Cincinnati	35.6	19.7	26.8
Cleveland	36.3	20.6	27.2
Columbus	36.2	18.5	27.3
Detroit	37.9	18.6	28.8
Indianapolis	33.1	18.1	25.8
Kansas City	32.4	18.7	27.0
Milwaukee	34.5	18.1	25.9
Minneapolis	33.5	18.3	26.7
Omaha	30.8	19.7	26.4
Peoria	32.9	19.4	25.9
St. Louis	33.8	18.1	26.6
St. Paul	32.7	18.8	26.0
Springfield, Ill	31.2	18.9	26.3
South Central:			
Birmingham	29.5	17.9	25.5
Dallas	32.0	20.1	26.5
Houston	27.2	18.6	24.7
Little Rock	29.2	18.6	26.3
Louisville	31.0	18.9	23.9
Memphis	31.1	17.9	27.0
Mobile	29.1	18.7	26.7
New Orleans	29.7	18.8	26.3
Western:			
Butte	29.3	21.3	27.3
Denver	31.1	20.4	27.8
Los Angeles	35.4	18.7	26.9
Portland, Oreg	30.3	19.5	27.0
Salt Lake City	34.4	22.6	29.7
San Francisco	35.8	19.7	29.5
Seattle	34.8	19.4	28.7
Tucson	38.0	21.4	27.7

Average Retail Prices, May 7, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.3	13.3	21.2
North Atlantic:			
Boston	25.9	14.8	17.6
Bridgeport	27.5	10.8	21.4
Buffalo	26.3	14.2	23.7
Fall River	26.1	11.5	19.5
Manchester	27.0	15.5	21.8
Newark	27.3	13.8	24.1
New Haven	27.5	14.0	22.4
New York	26.9	12.1	19.1
Philadelphia	27.4	9.2	18.9
Pittsburgh	29.4	14.7	24.0
Portland, Maine	25.3	15.1	20.6
Providence	25.5	12.5	21.9
Rochester	25.7	14.2	21.9
Scranton	30.0	12.6	24.4
South Atlantic:			
Atlanta	25.4	14.2	20.6
Baltimore	28.7	15.4	23.0
Charleston, S. C.	29.9	15.0	21.4
Jacksonville	27.1	11.2	20.5
Norfolk	27.3	14.0	17.1
Richmond	29.5	16.0	22.9
Savannah	28.4	14.1	21.9
Washington, D. C.	28.1	12.4	21.1
North Central:			
Chicago	27.7	12.0	22.1
Cincinnati	31.9	17.5	26.6
Cleveland	29.3	15.6	26.8
Columbus	30.6	16.0	26.2
Detroit	28.3	14.2	25.1
Indianapolis	29.1	13.3	22.3
Kansas City	26.8	15.8	23.4
Milwaukee	28.8	12.4	22.8
Minneapolis	26.4	10.4	21.1
Omaha	26.2	10.0	19.5
Peoria	28.8	14.7	22.9
St. Louis	26.6	16.5	20.3
St. Paul	25.3	11.5	21.4
Springfield, Ill.	26.2	12.3	20.0
South Central:			
Birmingham	27.4	12.9	17.8
Dallas	30.6	18.6	20.0
Houston	29.7	15.9	19.0
Little Rock	26.7	12.7	18.5
Louisville	33.2	16.3	24.3
Memphis	25.2	10.9	15.0
Mobile	28.4	13.3	19.0
New Orleans	26.8	13.2	17.0
Western:			
Butte	27.8	14.3	21.9
Denver	24.3	11.2	20.3
Los Angeles	24.5	10.8	17.3
Portland, Oreg.	23.4	12.5	19.0
Salt Lake City	26.4	13.0	21.2
San Francisco	26.9	11.3	18.7
Seattle	25.3	11.9	19.4
Tucson	28.2	11.1	24.9

LAMB

RETAIL PRICES of leg of lamb and breast of lamb dropped slightly between April 23 and May 7. Leg of lamb is cheaper than it was a year ago. While other cuts of lamb are selling at prices somewhat above last year's levels the increase in all cases is very much less than the increase in prices of other meats.

SUPPLY of lambs this summer will depend to a considerable extent on the lamb crop in the Western States and upon weather and feed conditions in that area during the summer. Usually there is some seasonal decline in prices of lambs from early June through July. As far as we can judge from the apparent situation the supply of lambs this summer will not be greatly different from that of last year. On the other hand prices of lambs and of retail lamb cuts will doubtless be affected by the lower supplies of beef and pork.

RECEIPTS of sheep and lambs at the seven leading markets in April were slightly larger than in March and were 17 percent greater than in April last year. Inspected slaughter of sheep and lambs in April was 21 percent larger than in April 1934 and was the third largest April slaughter on record. By early May most of the fed lambs from the Colorado and Nebraska feeding areas had been marketed and shipments of new crop lambs from California and Arizona began to increase materially. The lamb crop in these States is reported to be larger than last year and the lambs marketed thus far have been of heavier weight than those of a year ago.

DURING MAY marketings of lambs from the Southeastern States such as Tennessee, Virginia, and Kentucky are expected to get under way. Marketings from this area will probably be about the same as they were a year ago.

POULTRY AND EGGS

PRICES of hens and eggs are following about the usual seasonal movement for this time of the year. Hen prices went down slightly from April 23 to May 7 while the average price of eggs rose 0.5 cent a dozen. Egg prices are now about 36 percent above those of last year while the prices of hens have increased 16.5 percent.

SUPPLIES of both poultry and eggs during the winter and early spring have been light for this period of the year. Poultry flocks have been considerably reduced and it is expected that receipts of poultry and eggs will continue low during the next 3 or 4 months. Also the small supply of eggs on the market this year will probably mean a low supply of storage eggs next fall.

HATCHINGS of chicks this year will probably be increased substantially over those of recent years. This should lead to a greater production of eggs next winter.

RECEIPTS of eggs in four of the most important markets in April 1935 amounted to 1,779,000 cases; last year receipts in these four markets were 1,981,000 cases; and the previous 5-year average figure is 2,195,000. The April 1935 figure is the lowest on record since 1919. The decrease this year is due largely to the fact that there has been about a 7 percent decrease in the number of layers in the farm flock. Reports from hatcheries indicate an increase of about 12 percent in hatchings from a year ago. They also indicate a 50 percent increase in orders for chicks for late delivery.

Average Retail Prices, May 7, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	29.6	31.6
North Atlantic:		
Boston	33.4	39.1
Bridgeport	34.1	39.6
Buffalo	31.0	32.5
Fall River	28.7	35.9
Manchester	32.9	34.7
Newark	33.6	40.2
New Haven	35.4	36.6
New York	32.8	39.6
Philadelphia	32.7	33.7
Pittsburgh	31.2	32.7
Portland, Maine	32.2	34.9
Providence	31.1	37.4
Rochester	30.4	31.9
Scranton	35.1	33.8
South Atlantic:		
Atlanta	25.0	30.5
Baltimore	32.4	32.5
Charleston, S. C.	25.5	30.0
Jacksonville	27.6	32.7
Norfolk	27.3	30.7
Richmond	29.2	30.5
Savannah	22.2	29.0
Washington, D. C.	33.5	35.8
North Central:		
Chicago	31.1	32.2
Cincinnati	31.8	30.0
Cleveland	32.6	31.7
Columbus	30.3	29.3
Detroit	32.9	31.6
Indianapolis	27.0	27.6
Kansas City	27.1	30.2
Milwaukee	29.4	30.2
Minneapolis	29.8	29.0
Omaha	26.5	28.6
Peoria	28.7	26.1
St. Louis	28.6	30.1
St. Paul	29.6	29.4
Springfield, Ill.	27.7	27.4
South Central:		
Birmingham	22.3	28.5
Dallas	22.9	28.5
Houston	30.7	26.8
Little Rock	22.5	27.2
Louisville	25.5	28.5
Memphis	24.9	27.3
Mobile	23.4	23.6
New Orleans	25.9	28.5
Western:		
Butte	26.8	33.1
Denver	27.4	32.6
Los Angeles	31.7	30.1
Portland, Oreg.	27.1	27.7
Salt Lake City	28.8	30.7
San Francisco	36.3	31.9
Seattle	28.3	30.5
Tucson	29.3	32.5

Average Retail Prices, May 7, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.1	7.7	6.7
North Atlantic:			
Boston	1.5	8.3	7.7
Bridgeport	1.8	7.6	7.6
Buffalo	1.6	7.1	6.7
Fall River	1.3	7.6	7.3
Manchester	1.3	8.3	8.5
Newark	2.3	8.3	6.5
New Haven	1.6	8.7	8.2
New York	2.2	7.8	6.9
Philadelphia	2.1	7.5	6.1
Pittsburgh	2.2	7.8	7.5
Portland, Maine	1.1	8.4	7.8
Providence	1.6	7.8	7.3
Rochester	1.0	7.0	7.7
Scranton	1.2	8.0	6.9
South Atlantic:			
Atlanta	2.1	7.4	4.7
Baltimore	1.8	7.8	6.2
Charleston, S. C.	2.0	8.5	3.9
Jacksonville	2.0	7.4	4.3
Norfolk	1.8	8.0	5.3
Richmond	2.8	8.2	5.8
Savannah	1.8	7.4	5.5
Washington, D. C.	3.7	8.3	5.6
North Central:			
Chicago	2.1	7.1	6.9
Cincinnati	2.6	7.7	7.1
Cleveland	2.0	7.4	7.2
Columbus	1.4	8.5	7.6
Detroit	1.4	6.8	6.2
Indianapolis	1.2	7.8	7.4
Kansas City	2.6	7.7	6.4
Milwaukee	1.1	6.9	7.1
Minneapolis	1.8	8.8	7.6
Omaha	2.4	8.9	8.3
Peoria	1.7	8.2	7.9
St. Louis	2.1	7.2	6.8
St. Paul	1.8	8.7	7.9
Springfield, Ill.	1.5	8.3	7.3
South Central:			
Birmingham	2.2	7.0	5.0
Dallas	3.2	6.9	7.9
Houston	3.1	5.5	6.1
Little Rock	2.7	6.3	6.9
Louisville	1.7	7.8	6.8
Memphis	3.0	6.9	5.0
Mobile	2.3	5.9	3.9
New Orleans	2.4	5.0	4.6
Western:			
Butte	2.2	9.2	9.3
Denver	2.8	8.2	7.1
Los Angeles	2.9	7.7	3.5
Portland, Oreg.	2.5	9.1	7.7
Salt Lake City	2.2	9.4	7.2
San Francisco	2.9	9.0	8.0
Seattle	2.7	9.2	7.4
Tucson	2.6	5.6	4.7

VEGETABLES
(Fresh)

A SLIGHT SEASONAL increase in the price of potatoes took place between April 23 and May 7. From now on retail prices reported will include more and more new potatoes. Shipments of new potatoes are larger than last year and the supply of the old crop is gradually being reduced. North and South Carolina both have good crops of early potatoes and supplies should be fairly liberal. Recently prices on the wholesale market have been dropping slightly, both on new stock and old stock.

THE AVERAGE PRICE of onions dropped from 8.5 cents a pound on April 23 to 7.7 cents on May 7, a decrease of over 9 percent. The Texas crop of onions is moving to market in substantial quantities now. There was a big increase in shipments about the first of May. Production of onions in early States is greater than last year and about an average crop. There has also been an increased acreage in intermediate States and growing conditions so far have been about average.

CABBAGE PRICES dropped abruptly from 8.3 cents on April 23 to 6.7 cents on May 7, a drop of almost 20 percent. Cabbage shipments from Mississippi and South Carolina picked up rapidly from about the beginning of May and prices have been coming down substantially although they are still a great deal higher than the extremely low prices of last year. The acreage and production of cabbage in the second early States are below last year but well over the average figures of recent years. Production of cabbage in the intermediate States is likely to be almost as big as that of last year.

VEGETABLES
(Fresh)

LETTUCE PRICES went up 0.1 cent a head during the 2 weeks ending May 7. In spite of this increase the May 7 price was slightly below the price of a year ago. There have been big shipments of lettuce from central California during recent weeks and shipments are running ahead of 1934. In the most important shipping sections of central California where the crop is above average in volume it is running small sizes, and prices are quite variable.

SPINACH dropped from 9.3 cents a pound to 7.1 cents during the 2 weeks ending May 7. This is a decline of 24 percent which is one of the most abrupt price changes noted for some time. Shipments of spinach are coming mainly from Virginia and Arkansas and are running above last year. Also local market gardeners around the larger cities are sending liberal supplies to the market at this time of the year.

CARROT PRICES also dropped somewhat during the 2 weeks ending May 7. Shipments have been running a little below those of last year but picked up rather rapidly about the first of May. The most important shipping area at this time of the year is California. The California carrot crop this year is below that of last year but is somewhat above average.

DURING the past 2 or 3 weeks there has been a decided drop in prices of a number of perishable vegetables. This drop is due largely to increased shipments from the second early producing areas. As these areas harvest their crops liberal supplies are expected and prices should be reasonable. The three vegetables listed on this page are selling now at prices not greatly different from last year.

Average Retail Prices, May 7, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	10.0	7.1	6.0
North Atlantic:			
Boston	11.6	7.5	6.9
Bridgeport	11.4	8.3	7.4
Buffalo	10.6	8.3	5.7
Fall River	12.2	8.7	6.4
Manchester	13.3	8.8	7.7
Newark	13.9	8.3	7.6
New Haven	11.3	11.1	7.9
New York	12.3	7.7	7.0
Philadelphia	10.8	7.7	6.2
Pittsburgh	10.5	8.7	6.1
Portland, Maine	12.8	7.7	6.7
Providence	13.2	7.4	6.3
Rochester	12.0	8.0	5.7
Scranton	12.5	7.9	7.4
South Atlantic:			
Atlanta	10.1	7.4	7.1
Baltimore	12.1	9.0	7.4
Charleston, S. C.	9.7	10.5	5.1
Jacksonville	9.7	7.9	5.6
Norfolk	10.7	6.0	7.5
Richmond	11.0	7.0	7.5
Savannah	9.8	9.4	7.4
Washington, D. C.	11.9	8.7	7.8
North Central:			
Chicago	10.3	9.1	5.9
Cincinnati	9.9	6.0	5.5
Cleveland	13.2	7.8	6.3
Columbus	11.9	10.0	6.6
Detroit	10.1	6.8	5.5
Indianapolis	10.6	6.5	6.0
Kansas City	9.5	4.4	5.6
Milwaukee	9.6	8.2	5.5
Minneapolis	9.4	9.0	6.4
Omaha	8.7	6.5	5.6
Peoria	8.4	9.0	6.6
St. Louis	9.3	5.0	5.1
St. Paul	9.9	9.6	6.7
Springfield, Ill.	10.1	9.5	5.6
South Central:			
Birmingham	9.2	6.9	5.9
Dallas	6.4	4.5	4.7
Houston	5.6	5.4	4.1
Little Rock	6.3	4.9	4.6
Louisville	10.2	6.4	5.7
Memphis	7.0	5.0	5.3
Mobile	9.1	8.2	5.4
New Orleans	8.2	6.5	3.7
Western:			
Butte	10.0	9.5	7.5
Denver	9.5	5.2	5.4
Los Angeles	5.7	2.9	3.2
Portland, Oreg.	7.2	5.2	5.5
Salt Lake City	9.3	3.7	4.8
San Francisco	5.1	4.6	3.4
Seattle	7.3	4.2	5.2
Tucson	4.2	3.6	1.3

Average Retail Prices, May 7, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	6.5	21.6	33.2
North Atlantic:			
Boston	6.5	*5.7	35.9
Bridgeport	6.7	*5.7	35.9
Buffalo	5.5	22.6	33.1
Fall River	7.4	*6.3	33.5
Manchester	6.2	*5.9	38.4
Newark	6.6	22.2	37.1
New Haven	6.1	24.6	34.8
New York	7.9	21.3	37.4
Philadelphia	6.0	18.3	36.1
Pittsburgh	5.9	23.0	35.8
Portland, Maine	6.0	*6.6	37.5
Providence	6.8	*5.6	36.4
Rochester	4.8	21.4	33.6
Scranton	8.7	17.6	36.4
South Atlantic:			
Atlanta	6.7	20.5	23.3
Baltimore	6.3	18.6	34.3
Charleston, S. C.	6.9	20.8	21.4
Jacksonville	6.5	14.3	24.3
Norfolk	6.2	19.9	35.0
Richmond	5.9	22.9	33.3
Savannah	5.8	19.8	22.7
Washington, D. C.	6.7	23.8	37.1
North Central:			
Chicago	7.0	*6.5	35.7
Cincinnati	6.0	*6.1	34.3
Cleveland	6.5	*5.7	33.4
Columbus	7.2	*6.4	38.0
Detroit	6.8	*5.0	35.4
Indianapolis	6.8	*6.9	34.1
Kansas City	6.8	*6.3	31.6
Milwaukee	5.7	*6.1	34.3
Minneapolis	7.3	*7.4	37.4
Omaha	7.3	*8.0	36.6
Peoria	7.6	*6.5	32.7
St. Louis	6.6	*5.9	31.6
St. Paul	7.3	*8.0	35.8
Springfield, Ill.	6.9	*6.3	39.5
South Central:			
Birmingham	5.9	*5.5	23.3
Dallas	7.4	*6.1	37.3
Houston	6.8	17.4	35.4
Little Rock	7.0	*5.5	28.6
Louisville	6.3	*5.6	33.6
Memphis	7.2	*5.1	28.1
Mobile	6.9	14.8	29.6
New Orleans	——	14.6	33.3
Western:			
Butte	7.2	*9.4	31.6
Denver	6.9	*7.8	30.4
Los Angeles	7.4	*6.8	23.0
Portland, Oreg.	4.6	*7.6	33.0
Salt Lake City	6.8	*8.0	26.9
San Francisco	6.4	22.2	24.1
Seattle	4.4	*6.8	28.2
Tucson	7.3	*6.9	15.3

FRUIT
(Fresh)

APPLE PRICES went up a little from April 23 to May 7 as they usually do toward the end of the storage season. However present prices are below those of a year ago in spite of the small total apple crop last year. Shipments of apples have been falling off rapidly during recent weeks. This is especially true of western apples. Cold storage stocks are somewhat above those of last year but are below the 5-year average.

IMPORTS OF BANANAS are running ahead of the quantities imported during the past 2 years but imports continue to be considerably below the previous 5-year average. There was a decided decrease in the imports of bananas in the years following 1929 due to the lack of demand for bananas in this country. As soon as demand conditions began to pick up a little, imports increased and they will probably continue to increase if the demand continues to pick up. Prices of bananas are below those of a year ago and have fallen off somewhat in recent weeks. The peak of imports generally comes in May, June, and July and this is the season of low prices.

ORANGES increased 0.4 cent a dozen during the 2 weeks ending May 7. This is due largely to a seasonal increase in the demand for oranges and to reduced shipments during the first part of May. The crop of oranges and other citrus fruits is large and although the Florida season will be over in another month or so, a plentiful supply of summer oranges is expected from California.

Average Retail Prices, May 7, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States	19.8	23.1	22.8	13.0	17.6	10.4
North Atlantic:						
Boston	19.3	22.9	22.3	13.9	17.4	12.3
Bridgeport	21.2	25.2	24.0	15.3	20.9	13.0
Buffalo	21.0	24.7	22.7	12.6	17.4	10.6
Fall River	18.4	22.1	22.2	11.6	18.5	10.3
Manchester	21.4	24.3	23.6	13.8	17.9	11.5
Newark	17.3	20.9	21.3	13.3	18.6	10.1
New Haven	21.0	23.4	24.0	14.6	18.1	12.1
New York	17.9	21.2	20.9	13.0	17.6	10.1
Philadelphia	19.1	22.4	22.1	12.8	18.0	11.5
Pittsburgh	19.7	22.8	23.0	12.4	18.3	10.3
Portland, Maine	21.1	24.8	23.3	13.4	17.5	11.3
Providence	18.9	21.6	21.9	12.1	19.1	10.9
Rochester	21.1	23.8	23.2	14.0	16.8	11.3
Scranton	19.9	21.5	22.4	14.0	17.3	10.4
South Atlantic:						
Atlanta	19.3	24.3	23.8	13.1	19.4	9.8
Baltimore	18.6	21.6	20.7	13.8	16.3	9.9
Charleston, S. C	19.2	22.4	22.6	11.9	17.9	9.8
Jacksonville	18.9	23.6	22.4	13.0	17.9	8.9
Norfolk	20.2	24.0	23.8	11.5	16.6	9.4
Richmond	19.3	23.9	23.1	12.9	18.5	8.8
Savannah	21.0	24.1	23.0	13.9	20.0	9.3
Washington, D. C	18.1	23.2	21.9	13.0	15.3	9.5
North Central:						
Chicago	21.8	24.7	24.1	13.5	16.6	11.3
Cincinnati	19.7	24.2	23.4	12.0	18.4	10.4
Cleveland	21.5	24.3	24.4	14.3	17.0	11.9
Columbus	21.3	26.1	24.7	12.8	18.8	10.6
Detroit	19.5	23.1	23.4	11.5	16.3	10.3
Indianapolis	18.6	26.1	23.3	11.5	17.5	9.8
Kansas City	19.8	23.1	22.9	11.4	16.6	10.0
Milwaukee	21.5	23.9	23.8	13.4	18.4	10.8
Minneapolis	20.6	23.6	24.4	11.8	17.6	11.1
Omaha	21.2	23.9	24.1	12.9	18.3	11.3
Peoria	21.9	25.3	23.5	13.6	18.1	11.6
St. Louis	19.0	23.4	22.8	12.0	18.6	9.6
St. Paul	20.9	22.8	24.0	13.4	17.4	11.1
Springfield, Ill	21.8	27.1	24.6	14.0	19.0	13.0
South Central:						
Birmingham	20.3	22.4	24.2	12.9	15.0	9.5
Dallas	21.0	25.6	24.5	14.5	17.4	10.5
Houston	17.9	21.5	20.7	12.3	18.0	9.3
Little Rock	19.5	23.3	23.8	12.3	18.8	9.9
Louisville	21.0	24.9	23.7	13.3	17.0	10.4
Memphis	19.3	22.5	22.0	12.5	18.5	10.3
Mobile	17.4	19.4	18.9	12.3	18.0	9.1
New Orleans	18.4	23.5	22.0	13.4	19.9	9.9
Western:						
Butte	21.3	23.7	24.4	13.8	18.1	11.9
Denver	21.9	24.9	24.7	14.5	18.1	11.9
Los Angeles	16.3	18.9	19.2	13.0	16.8	*12.4
Portland, Oreg	20.1	21.1	21.5	13.3	17.3	*13.5
Salt Lake City	21.4	25.0	23.6	14.0	17.4	*11.9
San Francisco	17.4	20.0	19.4	14.0	16.0	*13.3
Seattle	20.5	21.2	21.1	13.6	17.9	*13.7
Tucson	19.2	22.8	20.7	13.9	17.0	*14.2

Dry Skim Milk

[Concluded from Page 5]

of this campaign was a skilled dietitian. She outlined the plan, counseled and directed its execution. County relief officers were asked to choose from their rolls a number of women to be trained as "demonstrators" of the product in the commissaries where the milk was to be distributed—much as the demonstrators in department stores explain and exhibit their products. These women were given a short, well-planned course of three lessons, requiring altogether 6 hours. In these lessons they learned how dry skim milk is made, what its food values are, how it can be used in making cereals, biscuits, soups, gravies, chowders, puddings, and drinks. Sample recipes were tried out in class. Each student tasted the food cooked. In between classes some of them experimented at home with other recipes. Dry skim milk became a product full of human interest. Those students who proved proficient in the course then went out and put their new-found knowledge to social use.

RECORDS have been kept all along the line—records of packaging and distribution methods used, records of cost, of publicity and educational work done, records of how families have accepted the product. Most valuable of all perhaps is this last. In it you find reports like these:

MRS. C.: "uses dry skim milk to make gravy and uses it as skimmed milk. They like it and say it is good." Mrs. S.: "O. K. for cooking." Mrs. W. likes it for making puddings, bread, and biscuits. Mr. and Mrs. L. like it. The C. family says: "We like the dry milk very much and find that with prices going up so high, it helps our small grocery order to last longer." Mrs. A. thinks it is "funny stuff" but now that she knows how it can be used she is going to try it out. Mrs. S. reports her children like it to drink. Mrs. W. says it makes her meals more nourishing. And so on.

SOME of the comments are on the other side. Mrs. P., for instance, does not like dry milk. She thought it was "just another substitute" forced on them, but she admitted she did not know how to use it. Mr. S. thinks "a cat wouldn't even drink it." Mr. P. thinks fresh milk is much better. The H. family like it in cooking desserts but do not care for it in anything else, "as it is much too sweet." (Dry skim milk is in reality no sweeter than fresh whole milk.) Mrs. T. does not like to use it because she thinks it has no food value.

NO ONE can make a statistical balance of such a record as this. First, it is not complete. Second, some of the families reported before they had learned how the product can be used. Within these limitations, the balance so far seems to be with the "pros."

WHICHEVER way the count lies, there are today thousands of families who are having a better chance than they had before to learn the value of milk, and to learn new ways of getting it into their diet. In its small way, this distribution of dry skim milk is building toward a healthier future for these families.

Your Food Bill

[Concluded from Page 15]

Prices paid by farmers increased only 1 point, from 127 to 128 percent of prewar in the same month. Net gain to farmers, therefore, was an advance from 85 to 87 percent in the exchange value of their products.

NO ACCOUNT is taken in these prices of the addition to incomes in the form of rental and benefit payments to farmers cooperating in agriculture's adjustment programs. Farmers' cash income from all crops and from these benefit payments came to $507,000,000 in April 1935 compared with $465,000,000 in March 1935 and with $387,000,000 in April of the year before.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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